

# Improving the Performance and Competitiveness of Tourism Establishments by Mean of Innovation Trends and Applications

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**Abstract:** *Innovation and creativity are issues that are commonly used from the perspective of the manufacturing industry, though they are as much needed in the services industries for effective and efficient results. Innovations may be the profitable market introduction of new products and services, improved production techniques or process better or more efficient way of applying, marketing, communication and management organizational applications. The study focuses on innovation applications in tourism industry by analyzing successful case studies. Innovation success factors were examined and common issues were found which are provided as suggestions to improve the performance of tourism establishments by means of process innovation.*

**Keywords:** Innovation, Tourism, Sustainability, Innovative trends.

## Introduction

Tourism is one the biggest global industries that is improving according to the constant changes in tourism trends and consumer preferences which makes the concept of innovation a vital issue for the tourism firms of any size to stand out from the were competition with successful applications and profitable operations.

Innovation in tourism industry includes all the aspects of formation and development of creative ideas or improvement of better tourism services leading to higher tourist satisfaction, more effective managerial strategies, higher profits and lower costs as end results. Thus innovation in tourism is related to creative concepts on, easier problem solving value – adding operations and methods and applications of more efficient or unique ways while producing and delivering the tourism product. Therefore it is important for tourism establishments to realize the concept of innovation and the ways to achieve it by examining the successful cases and their common denominators as outcomes for successful and profitable long term managerial success.

## Methods:

### 1. Innovation in tourism

Innovation is an important concept for growth, business improvement and differential advantage in competition. Though commonly misused, innovation and creative mean and represent different things since creativity covers, new products and new services, production of new ideas, new process, new brands, new techniques, new approaches and inventions. Whereas innovation covers the application of new and creative ideas as well as implication of discovers.

### 2 Tourism industry

Although the concept of innovation is vital for todays competitive tourism industry for long term success as Hjalager mentioned, innovation in tourism industry is characterized by limited research and political considerations. Thus it is obvious that «Although much of discussion of innovation focuses on new products and technologies, all innovation is based on challenging, existing assumptions and ways of thinking». Tourism is a huge industry with rapid changes in trends and customer preferences which makes it necessary for all the applicable innovative approaches to be thoroughly researched for the optimal mix of profit maximization.

### 3. Different tourism innovation types.

Although tourism is an intangible service industry, innovation in the tourism sector has the same significance as in production of manufacturing industry. What is different is the fact that innovation in tourism is not associated with conventional research and Development and therefore takes different forms making it much harder to realize. These diffirent forms usually come in the style of:

- MANUFACTURING INNOVATIONS
- PROCCES INNOVATIONS
- MANAGEMENT INNOVATIONS
- LOGISTICS INNOVATIONS
- INSTITUTIONAL INNOVATIONS.

### **Result**

As a result it may be concluded that successful tourism innovation examples seem to bring together important new or updated tourism products, service qualities and issues of trends in the tourism industry in an integrated model. When the application models of successful tourism innovation examples are examined, it becomes obvious that most do have common characteristics and share some or all of the issues like sustainability, quality management, cost reduction, e-tourism, Internet usage and mobile applications, consumer friendly implications, having heritage and culture dimensions using updated marketing strategies. It also impacts the capacity of tourism operators to innovate within their production or marketing process.

### **Conclusion**

In a conclusion, innovation is an important concept for growth, business improvement and differential advantage in competition. Application of innovation has many benefits as end results like decreasing costs, increasing efficiency of operations and profit levels, ease in satisfying changing demand profiles, helping the firm to stand from the concentrated competition by howling and communicating a differential advantage.

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